

thereby identify the coupon appropriate for said user based on the device information; and,

transmitting the selected coupon from the main server system to the client system.

27. (new) The method of claim 26 wherein said collecting step comprises the substep of:

obtaining from the remote user demographic characteristics including at least one of a postal zip code associated with the user and a state in which the user resides.

*Sub D2* 28. (new) The method of claim 26 further including the step of:

associating the user ID with the remote client system.

29. (new) The method of claim 28 further including the step of:

generating a printed version of one of the transmitted coupons at the remote client system that includes the user ID.

30. (new) The method of claim 28 further including the step of:

transmitting a request from the client system to the server system to perform said selecting step wherein the request includes the user ID.

31. (new) The method of claim 30 wherein said request transmitting step includes the substep of:

automatically including the user ID in the request without any intervention by the remote user of the client system.

32. (new) The method of claim 30 wherein said request transmitting step occurs automatically without any intervention by the remote user.

33. (new) The method of claim 32 wherein said request transmitting step occurs at predetermined intervals.

34. (new) The method of claim 28 wherein the remote client system operates in accordance with an operating system characterized by a graphical user interface (GUI), said method further including the steps of:

displaying an icon visible to the user in a first display state; and,

displaying the icon in a second display state different from the first display state when new coupon are available for the user.

35. (new) The method of claim 34 wherein the second display state is a flashing display state.

36. (new) The method of claim 28 wherein said transmitting step includes the substeps of:

encrypting coupon data corresponding to the selected coupons at the server system in accordance with a server system encryption strategy; and,

sending the server-encrypted coupon data to the client system.

37. (new) The method of claim 36 further including the step of:

receiving the server-encrypted coupon data at the client system;

encrypting the server-encrypted coupon data in accordance with a client system encryption strategy to thereby generate doubly-encrypted coupon data; and,

storing the doubly-encrypted coupon data on the client system.

38. (new) The method of claim 37 further including the steps of:

decrypting the doubly-encrypted coupon data at the client system; and,

generating a printed version of one of the selected coupons at the remote client system.

39. (new) The method of claim 28 further comprising the steps of:

transmitting advertising data to the client system; and, displaying at least a portion of the transmitted advertising data on a display portion of the remote client system.

40. (new) The method of claim 39 wherein the advertising data comprises a plurality of advertising impressions, and, wherein said displaying step comprises the substep of:

selecting one of the plurality of advertising impressions as a function of a selected subcategory of coupons available on the remote client system.

41. (new) The method of claim 28 further comprising the steps of:

detecting events occurring at the remote client system; storing the detected events in a user history file; and, transmitting the user history file to the server system.

*Sub D3* 42. (new) The method of claim 41 wherein said detecting step includes the substeps of:

determining when one of the plurality of advertising impressions has been displayed on a display portion of the remote client system; and,

determining a sponsor identification of the advertising impression.

43. (new) The method of claim 41 wherein the storing step comprises the substep of:

encrypting the detected events to thereby generate encrypted user event information; and,

writing the encrypted user event information to the client system.

44. (new) A coupon distribution system, comprising:

means for collecting user information from a user of a remote client system indicative of one or more demographic characteristics of the user without obtaining information sufficient to specifically identify the user;

means for associating a user ID with the user information at a main server system;

means for selecting coupons according to the user ID to thereby identify coupons appropriate for the user based on the user's demographic characteristics; and,

means for transmitting the selected coupons from the server system to the client system.

45. (new) The system of claim 44 wherein said collecting means includes means for obtaining from the remote user demographic characteristics including at least one of a postal

zip code associated with the user and a state in which the user resides.

*Claim Sub D5*

46. (new) The system of claim 45 further including means for associating the user ID with the remote client system.

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